

Massachusetts Marketing Partnership



Fiscal 2014 Annual Business Plan

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The **Massachusetts Marketing Partnership** (MMP) is tasked with promoting the Commonwealth as a globally competitive, innovative, and opportunity-rich state. The Partnership oversees marketing Massachusetts domestically and internationally to businesses, entrepreneurs, tourists, and students, ensuring coordinated and streamlined functions that maximize job growth, business investment, and student retention throughout Massachusetts.

- The **Commonwealth Marketing Office** acts as the central entity and coordinating organization for marketing initiatives on behalf of the Commonwealth in order to advance economic development.
- The **Massachusetts Office of International Trade and Investment** is the Commonwealth's primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and around the world. The office is dedicated to building successful international collaborations and partnerships essential to bringing new economic opportunities and investments to the Commonwealth.
- The **Massachusetts Office of Travel and Tourism** markets Massachusetts as a destination for leisure travelers from domestic and international markets in order to generate state and local revenues and ultimately to grow and sustain jobs in the tourism sector.